

Michael Jordan

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Michael Jordan is considered the greatest basketball player of all time. He is one of the most effectively marketed athletes of his generation and was considered instrumental in popularizing the NBA around the world in the 1980s and 1990s.

As a youth in Wilmington, North Carolina, Michael played Babe Ruth Baseball. As quoted in his book, *THE JORDAN RULES*, Michael indicated, “Even now, when people talk about my greatest thrill being the shot against Georgetown to win the NCAA title, I still think to myself that my greatest accomplishment really is the Most Valuable Player Award I got when my Babe Ruth League team won the state baseball championship.”

Jordan’s individual accolades and accomplishments include five MVP awards, ten All-NBA First Team designations, nine All-Defensive First Team honors, fourteen NBA All-Star Game appearances, three All-Star Game MVP awards, ten scoring titles, three steals titles, six NBA Finals MVP awards, and the 1988 NBA Defensive Player of the Year Award.

Jordan is also noted as a successful entrepreneur and for his product endorsements. He fueled the success of Nike’s Air Jordan sneakers and starred in the 1996 feature film *Space Jam* as himself. Jordan is the majority owner and chairman for the NBA’s Charlotte Bobcats.

